



CITY OF FALLS CHURCH

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City Employee Elected to the Virginia Downtown Development Association's Board of Directors

FALLS CHURCH, VA - Larry Watson, Business Services Manager for the City of Falls Church Economic Development Office, was elected to serve as a member of the Board of Directors for the Virginia Downtown Development Association at their annual conference in Roanoke, Virginia on May 6, 2004. Mr. Watson will serve on the Board for a three-year term that ends May 31, 2007.

The Virginia Downtown Development Association, or VDDA, was established in 1982 as a 501-(c)(3) non-profit organization. The VDDA works to advocate, support and promote leadership in downtown development throughout the Commonwealth of Virginia in a variety of ways.

VDDA pulls from professional resources to get communities answers they need to assist them in their revitalization efforts. VDDA assists communities by providing tips on effective legal and financing techniques favorable to commercial district revitalization, conducts professional and volunteer training programs, and also provides technical assistance teams to assist communities in developing revitalization strategies and action plans. The Board of Directors is comprised of a diverse group of talented community development officials from across the state.

Larry Watson brings to VDDA a diverse economic development background and first hand knowledge of urban revitalization issues in Virginia. This background includes strong academic credentials and professional experience. Mr. Watson possesses a Bachelor of Arts from The George Washington University, a Masters of Science in Planning from the University of Tennessee, and is a graduate of the University of Oklahoma's Economic Development Institute. Mr. Watson's economic development background includes working in his current capacity as the City of Falls Church's Business Services Manager, and past experiences with Fairfax County's Revitalization Division and the City of Alexandria's Economic Development Partnership, Inc.

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